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SOMPRATCH KHAMCHATA : DEVELOPMENT AND PROCESS OF PRODUCTION AND DISTRIBUTION OF SHORT NEWS IN THAI SOCIETY. THESIS ADVISOR : DUANGPORN KAMNOONWATANA M.A., SAOWAPA PORNSIRIPONG M.A., WACHIROPN WANDEE M.A., 203 P. ISBN 974 - 664 - 343 - 6.

The purpose of this study aimed to investigate development and roles of short news on radio, and also to research styles, production, and distribution of short news on radio produced by private organizations in Thai society. The researcher collected information from documents and interviewed 3 people who had expertise in short news in Thailand, so as to get information about development and roles of short news from the past to the present. Apart from that, 24 executive and general level reporters of the 4 private organizations, Nation Radio, Inn. Radio News, Pacific News, and Thai Sky News, were interviewed, so as to study their policies and strategies including styles, production, and distribution of short news.

The findings showed that development and roles of short news on radio in Thai society consisted of 2 periods, the first (1904-1991) short news has not shown styles of presenting to the public obviously, though there was fastest news called Khao La Ma Thunthi. Furthermore, all radio news was produced by government organizations. The role of short news in this period has not continued, as the public did not really need that style of reporting. Short news has just been informed news to the public only, especially presented in the morning and in the evening. The second period (1992-1998) of short news was produced in 1989 and gradually developed to become popular with the public. Private organizations turned to doing business on short news from production to distribution along with creating styles of short news, because they realized that people in society at that time needed more news, which presented as fast and directly to each target group. Private organizations of short news has increased a lot, there have been many news stations created. The role of short news in this period is considered the real thing for the audience, accessing them to the real information they want. Besides, the role of business did made competition happened among private organizations. This has changed the styles and productions of short news to the public.

As for production and distribution of short news, the findings revealed that styles of short news consisted of short news on the hour, short news at mid-hour, and headline news, scoop, and hot news, etc. at other times. The production has 4 processes: brainstorming, finding news, rewriting news, and choosing news. As for the distribution there were 2 kinds of processes: firstly, private organizations produced and distributed short news on their own news station. However, others did more than that, they even sold short news to other news stations. The process of production and distribution of short news by these 4 private organizations pointed out that the role "gatekeeper" has become an important role in the whole process of producing and distributing short news, because there was so little time for preparation and presentation of short news to the public. Moreover, business is the important factor for production and distribution of short news.

As a result of the research, we became aware of the styles, the background of short news on radio from the past to present, and the styles of production and distribution of short news produced by the 4 private organizations. The researcher recommends that it would be very interesting to continue studying short news on television, so as to learn other factors of production and distribution. As for short news on radio, there should be more research focusing on the audience, which will let us know short news' roles to the audience.